
Ayer

Miguel Reyes's Ayer is the synthesis of a number of different influences: Italian Modern lettering from the early twentieth century, the high-contrast sans serifs common in fashion and beauty applications, the sharp corners favored by digital drawing tools, and the designer's own restless curiosity about the forms letters can take.

PUBLISHED
2019

DESIGNED BY
MIGUEL REYES

8 STYLES
4 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
PREBUILT FRACTIONS

The art team at *W*, led by Cian Brown and Jeffrey Burch, needed a typeface that was at once versatile and packed a lot of personality. Ayer features a wide range of stylistic alternates for many characters, allowing them to fine-tune the personality of even the shortest headlines, dial its eccentricities up and down as needed, and help keep type treatments fresh and vibrant for their novelty-oriented editor-in-chief.

Ayer Regular

Ayer Regular Italic

Ayer Medium

Ayer Medium Italic

Ayer Semibold

Ayer Semibold Italic

Ayer Bold

Ayer Bold Italic

RECOMMENDED MINIMUM & MAXIMUM SIZES

AYER DECK, 18 PT+
negative tracking
recommended
above 60 pt

Cyclical time is already dominant among the nomadic people because
The same conditions repeating at every stage of this

Delicate action

AYER, 50–100 PT

Eternity is within time
Makes no frontiers
RESTLESSNESS

AYER POSTER, 100 PT+

Grant a bold
STATEMENT

Kauneusihannetta
TECHNOLOGICALLY
Photosynthesizing

AYER REGULAR, 90 PT

Intellectualizations
SUDAUSTANVERÐRÍ
Következtethetünk

AYER REGULAR ITALIC, 90 PT

Düzenlenmektedir
BIOBIBLIOGRAPHY
Cinematographers

AYER MEDIUM, 90 PT [ALTERNATE A e t g]

Quantenmechanik
PHILANTHROPISTS
Spectroheliograph

AYER MEDIUM ITALIC, 90 PT

Jordbundsforhold
BOULEVERSEMENT
Ethnoarchaeology

AYER SEMIBOLD, 90 PT

Conventionalizing
REPRESENTATIONS
Inseparabilmente

AYER SEMIBOLD ITALIC, 90 PT [ALTERNATE A g t z]

Ephemeromorphs
CARATTERISTICHE
Zusammengefasst

AYER BOLD, 90 PT

Quodlibetificating
THERMODYNAMICS
Najvýznamnějších

AYER BOLD ITALIC, 90 PT [ALTERNATE Q e v z]

REALIZE THE LANDMARK
Civiltà di cui si ha notizia

AYER REGULAR, 70 PT [ALTERNATE Z z]

GRANTING HER CITATION
The Novel & Avant-Garde

AYER REGULAR ITALIC, 70 PT

Í VESTRÆNNI HEIMSPEKI
17,450 Eminent Scholars

AYER MEDIUM, 70 PT

VYTVOŘILO MIMOŘÁDNĚ
Mhriodweddau cemegol

AYER MEDIUM ITALIC, 70 PT [ALTERNATE e]

UNIVERSALLY ACCEPTED
Peregrinations maiores

AYER SEMIBOLD, 70 PT

ARISTOTELEEN JÄLKEEN
Farmer e Chef Delicacy

AYER SEMIBOLD ITALIC, 70 PT [ALTERNATE f y &]

EL CONGRESO NACIONAL
15 noted French villages

AYER BOLD, 70 PT [ALTERNATE A g t 1 5]

SCRIERI DESPRE LOGICĂ
Verouderde wiskundige

AYER BOLD ITALIC, 70 PT [ALTERNATE w]

Schmetterlingsraupe

AYER REGULAR, 80 PT

Numismatographers

AYER MEDIUM, 80 PT

Kommentaattoreina

AYER SEMIBOLD, 80 PT

Geomorphologically

AYER BOLD, 80 PT

Berekeningsmethode

AYER REGULAR ITALIC, 80 PT

Anthropomorphizing

AYER MEDIUM ITALIC, 80 PT

Internationalization

AYER SEMIBOLD ITALIC, 80 PT

Középbirodalomban

AYER BOLD ITALIC, 80 PT

OPENTYPE FEATURES
FAMILY WIDEALL CAPS
opens up spacing, moves
punctuation upPROPORTIONAL LINING
default figures

FRACTIONS

LANGUAGE FEATURE
Polski (Polish) kreska accentLANGUAGE FEATURE
Română (Romanian) s accent**OPENTYPE FEATURES**
ROMAN & ITALICSTYLISTIC SET 01
alternate A f g t €STYLISTIC SET 02
alternate eSTYLISTIC SET 03
alternate QSTYLISTIC SET 04
alternate QSTYLISTIC SET 06
alternate Z zSTYLISTIC SET 07
alternate USTYLISTIC SET 08
alternate 1 2 3 4 5 6 7 9STYLISTIC SET 09
alternate ?STYLISTIC SET 10
alternate &**DEACTIVATED**

¿[New] «Work» @ €72.46!?

Updated: €1,825 €1,030
Original: **¥7,132 \$1,275**

12 1/2 34 1/3 56 2/3 78 1/4 ...

ŹRÓDŁA Ślady możliwości

ÎNSUȘI conștiința științifice

DEACTIVATED

After getting her €1,627,380

Several of Mendeleev's *ideas*

Questioning the Quizmaster

Questioning the Quizmaster

2020 New Zealand Jazz Fest

Underreported U.S. revenue

An exact loss of €147,253,679

¿A dond  vamos en agosto?

A Delicate & Complex Criollo

ACTIVATED

¿i[NEW] «WORK» @ €72.46!?

Updated: €1,825 €1,030
Original: **¥7,132 \$1,275**

12½ 34⅓ 56⅔ 78¼ 90¾

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NOTE: AYER DECK SUBSTITUTED HERE IN PLACE OF AYER, WHICH IS NOT INTENDED FOR USE AT THIS SIZE. FEATURE SET IS IDENTICAL.

OPENTYPE FEATURES
 ROMAN ONLY

 STYLISTIC SET 05
 alternate W w

DEACTIVATED

 West African coffee growers

ACTIVATED

 West African coffee growers

OPENTYPE FEATURES
 ITALIC ONLY

 STYLISTIC SET 05
 alternate W w v y

DEACTIVATED

 Whisky in vaunted white oak

ACTIVATED

 Whisky in vaunted white oak

 STYLISTIC SET 11
 alternate &

 Fresh Stylists & Tastemakers

 Fresh Stylists & Tastemakers

 STYLISTIC SET 12
 alternate &

 Sonic Influence & Narrative

 Sonic Influence eŦ Narrative

 STYLISTIC SET 13
 alternate &

 Technologies & Storytelling

 Technologies eŦ Storytelling

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STYLES INCLUDED IN COMPLETE FAMILY

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Ayer Regular Italic
Ayer Medium
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Ayer Bold
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SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

ABOUT THE DESIGNER

Miguel Reyes (born 1984), originally from Puebla, Mexico, studied graphic design at Benemérita Universidad Autónoma de Puebla before working as a type designer, graphic designer, and publication designer in Barcelona and Mexico City. He then studied type design at CEGestalt, School of Design in Mexico City and later attended the Type and Media Masters course at KABK in the Hague. Miguel joined the design staff of Commercial Type in 2013 and became a staff designer that year. His work has been honored by the Latin American Biennial of Typography, the New York Type Directors Club, and the Fine Press Book Association. Miguel has been helping to teach type design at CENTRO in Mexico City since 2017.

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